

A STUDY OF LINGUISTIC LANDSCAPE IN SITUBONDO'S MARINE TOURISM

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Abstract.

Situbondo is one of the regencies in East Java Province known for its captivating marine tourism. Local managers and the government continuously make efforts to attract both domestic and international tourists. One of these efforts involves developing facilities and services for tourists, such as directional signs and informational boards to assist them during their travels. Given the importance of these signs, the language used in them becomes interesting to examine. The use of language on these signs at tourist sites can be analyzed through the lens of linguistic landscape analysis. This study aims to classify the language variations used in the linguistic landscape and linguistic landscape functions in directional signs or informational boards found at tourist sites in Situbondo, East Java. The method used in this research is qualitative. Data collection was carried out through observation and documentation at ten selected tourist sites in Situbondo. Subsequently, the data were analyzed through three steps: data reduction, data presentation, and finally, drawing conclusions/verification. A total of 291 data were obtained. The analysis results show that the use of language variation in the linguistic landscape in Situbondo's marine tourism is dominated by Indonesian Language in all of the three forms of language use: monolingual, bilingual, and multilingual. Besides Indonesian, there are also other language variations, namely English, Arabic, Madurese, Latin, Greek, Dutch, and Javanese, each of which has a specific symbolic function in this linguistic landscape research.

Keywords: Linguistic landscape, Marine Tourism, Situbondo

INTRODUCTION

Situbondo is one of the districts in East Java Province that is rich in the charm of marine tourism. In the western part of the Situbondo region are the charming Tampora Beach and Pasir Putih Beach, famous for their beautiful clean sand and clear seawater. Meanwhile, Baluran National Park presents a stunning natural landscape at the eastern end with various protected flora and fauna. This tourist destination has attracted the attention of tourists from within the country and to foreign countries. Tourism managers and the local government are actively promoting and developing infrastructure to continue increasing the number of visitors. They strive to create a memorable and quality tourist experience, making Situbondo one of the main tourist destinations in East Java.

One of the efforts is to develop facilities and services for tourists by installing direction signs or information boards. These signs play an important role as a medium of information that helps tourists during their travels, thus ensuring they can reach their destination more easily and efficiently. Given how vital these signs are, the design and use of language is an interesting aspect to consider. The

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language on these signs serves to provide information and create a more enjoyable and informative experience for visitors. The use of language on signs in tourist sites can be observed through linguistic landscape studies, which explore how language is used in the context of public spaces that can contribute to a better experience and understanding experienced by tourists to increase the attractiveness of tourism in the area.

The use of language in the public sphere, called the linguistic landscape, has recently become a topic that is often discussed. Linguistic landscape is a subdiscipline of linguistics initiated by Rodrigue Landry and Richard Y. Bourhis. They defined linguistic landscape as the visibility and salience of languages on public and commercial signs in a given territory or region (Landry, 1997). The scope of the linguistic landscape is then extended to language in the environment, words, and images displayed in public spaces and become the center of attention in a rapidly growing region (Shohamy, 2009). The presence of texts in public spaces can reflect the language certain social groups use in a region. In other words, the linguistic landscape can be used to analyze the language situation in a particular area. Therefore, linguistic landscape studies can reveal social phenomena related to language facts in linguistic landscape texts.

Landscape linguistics is highly interdisciplinary, based on various theories and disciplines, such as language policy, sociology, semiotics, literacy studies, anthropology, social and human geography, politics, urban studies, and others. Historically, capitalism or postmodernity has made the world increasingly multilingual (Yendra, 2020). State institutions once established to control and plan language are now affected by global information flows, media, individuals, and technology, which will affect the use of language signs in public spaces. As a multilingual and multicultural country, Indonesia with Bahasa Indonesia as the national language can coexist with a wealth of local or regional languages and a diversity of foreign languages that can create a diversity of monolingual, bilingual, and multilingual languages.

Landscape linguistics is a study that analyzes language use in the public sphere in the form of written texts (Gorter, 2006). It is written because certain parties make specific texts to convey certain functions. The linguistic landscape has two functions, namely informational functions and symbolic functions (Landry, 1997). The informational function acts as a geographical marker, indicating which community gave the mark or to which community the mark is addressed. Meanwhile, the symbolic function is related to representing an ethnic identity (Sahril, 2019).

LITERATURE REVIEW

Research related to linguistic landscapes has been carried out previously by Harini (2023) entitled *Dominasi Penggunaan Bahasa di Area Danau Setu Babakan: Kajian Lanskap Linguistik*. This research examines the language variation found in the linguistic landscape of the Setu Babakan Lake tourism area. The focus includes debates about language, the function of the linguistic landscape itself, and its relation to Betawi as the cultural identity of the people who participate in trade activities in the tourist area. Another study that discusses the linguistic landscape is entitled *Pesan dan simbol identitas dibalik kematian: Lanskap linguistik pada area publik Tempat Pemakaman Umum di Kota Malang* done by Ardhian (2023). This research has the same study as these studies but with different objects. If Harini conducted research in the trade area at Setu Babakan, and Dany Ardhian conducted research in the public area of the Public cemetery in the city of Malang, the object of this linguistic landscape research is the signage found in 10 Marine Tourism Objects in Situbondo.

METHOD

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This qualitative descriptive study examines the object's natural conditions, with the researcher as the main instrument (Sugiyono, 2021). In a qualitative approach, the researcher will listen, understand, compile, classify, or categorize, connect between categories, and interpret the data according to its context. This research describes variations in language use, patterns, and language functions (signs) found in marine tourism sites in Situbondo. A total of ten tourist sites will be selected as samples, namely Tampora Beach, Pasir Putih Beach, Grouper Village, Beach Forest Beach, Grand Pathek Beach, Cottok Innovation Park, Banongan Beach, Sijile Beach, Bama Beach, and Baluran National Park. The data in this research is divided into primary and secondary data. Primary data includes language or signs found on notice boards, billboards, signs, and others in the ten tourist sites, while secondary data is obtained from previous research and literature. Data is collected through direct observation and documentation techniques at tourist sites, such as taking pictures using a digital camera (smartphone). All photos taken will be collected based on each tourist location. The selected data were then analyzed through three stages: data reduction, data presentation, and conclusion drawing or verification (Miles, 1992).

RESULTS & DISCUSSION

Based on the results of research conducted in the marine tourism area in Situbondo district, broadly speaking, the languages used include Indonesian, English, Madurese, Arabic, Latin, Greek, and Javanese. The language variations used in linguistic landscape research in marine tourism areas in Situbondo district are also very diverse, both the use of language on signs that are monolingual, bilingual, and multilingual.

1. Monolingual (Indonesian)

The use of monolingual Indonesian is the most data obtained in the linguistic landscape research in 10 marine tourism areas in Situbondo district. From a total of 313 data, the total data of monolingual use of Indonesian amounted to 214 data. Examples of monolingual use of Indonesian are shown in Figure 1.1.



(a)



(b)

Figure 1.1 (a) LAUT BUKAN TEMPAT SAMPAH (b) DILARANG MEMBERI MAKAN SATWA

Figure 1.1 (a) is linguistic landscape data from an information board located in the Beach Forest tourist attraction area in Situbondo Regency. On the board, information from the tourism object manager is written in Indonesian on wooden materials with capital letters and is equipped with illustrations supporting the message conveyed. Figure 1.1 (b) is linguistic landscape data found in the Bama Beach tourist attraction area in Situbondo Regency. The Bama Canteen manager wrote the prohibition and placed it in an area surrounded by iron bars like a prison to protect canteen visitors who are eating wild attacks that often take visitors' food aggressively in the area. Both linguistic landscape data contain informational functions, namely providing information through appeals or prohibitions. Meanwhile, the symbolic function in the linguistic landscape data is the

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manager's desire to show Indonesianness within the scope of a unified language that all visitors to the tourist attraction will understand.

2. Monolingual (English)

The monolingual use of English reflected in the linguistic landscape research in 10 marine tourism areas in Situbondo district with a total of 14 data. An example of monolingual English usage is shown in Figure 1.2.



Gambar 1.2 (a) CIP (Cottok Innovation Park) (b) BEACH FOREST

Figure 1.2 (a) is linguistic landscape data in the form of information signs found in the Cottok Innovation Park tourist attraction area in Cottok Village, Panji Subdistrict, Situbondo Regency. Figure 1.2 (b) is linguistic landscape data in the form of information signs found in the Beach Forest tourist attraction area in Situbondo Regency. The two data above are monolingual linguistic landscape data in English. English is used by the tourist attraction manager as the language used to name the two tourist attractions. Not only does it function informally as a tourist information signboard, but the use of English on this signboard also functions symbolically with the aim of popularism. English is widely used in naming public places because there is a judgment that using English gives the place cool and exclusive (Yoniarini, 2021). The ability of English to present the impression of exclusivity, modernism, and globalization is an advantage of English over other languages.

3. Bilingual (English and Indonesian)

In the linguistic landscape research in 10 marine tourism areas in Situbondo district, there is data in the form of signs that use bilingual language (Indonesian and English) totaling 61 data. The following are examples of bilingual language use (English-Indonesian).



Figure 1.3 (a) Masuk (Entrance) ; Keluar (Exit) (b) Warning Jagalah Kebersihan

Figure 1.3 (a) is a linguistic landscape data type of Bilingualism with English and Indonesian variations in direction signs found in the Firdaus Beach tourist attraction area of Banongan Situbondo. In Figure 1.3 (a), the type of bilingualism is found in the process of translating words contained in the Indonesian-language information sign, namely the word “*masuk*,” which is translated into English into the word “entrance” and also the word “*keluar*” which is translated into English into the word “exit.” Indonesian is included in the primary text of this data. The position relation of Indonesian and English in Figure 1.3 (a) shows that Indonesian is higher than English. The translation of the English words in Figure 1.3 (a) serves as additional explanatory information for the Indonesian Primary Text. Figure 1.3 (b) is a linguistic landscape data of Bilingual type with English and Indonesian variations in the form of an information signboard located in the tourist attraction area of Sijile Beach, Situbondo. In Figure 1.3 (b), there is a type of bilingualism that is printed on a warning sign that reads “Warning Jagalah Kebersihan”. Unlike the data in Figure 1.3 (a) where there is a language translation process, in Figure 1.3 (b) “Warning” and “*Jagalah Kebersihan*” are located in a position relation that can be said to be equivalent. If translated directly into Indonesian, “warning” can be interpreted as “*peringatan*” in Indonesian language. Instead of using the word “*peringatan*”, the manager of the tourist attraction prefers to use the word “warning” to create a stronger and deeper impression in the eyes of tourists who read the sign.

Linguistic landscape research also discusses the existence, representation, and visual position of various types of language found on signs placed in public areas. Although they have different analysis patterns in each data above, both data above have informational functions to provide information and warnings to visitors. In comparison, the symbolic function of the two signs is to provide additional information to visitors who come from overseas. English plays an important role in commercial and political activities, cross-cultural communication, and even the education system, in addition to being a product of colonization and globalization, the substantial intrusion of English in urban public spaces provides abundant multilingual and visual artifacts for research on the global spread and development of “glocal” English, and translation practices (Peng, 2021).

4. Bilingual (Indonesian and Arabic)

Although the use of bilingualism with variations of Indonesian and Arabic is not too many, these variations are quite representative of the social and cultural conditions of the Situbondo community, which is considered quite religious in practicing Islamic religious values. The following is an example of bilingual language use (Indonesian - Arabic).



Figure 1.4 Luruskan Niat

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Figure 1.4 is a linguistic landscape data of Bilingual type with Indonesian and Arabic variations in information boards located in Tampora Beach, Situbondo. The dominant language used in the information sign is Indonesian, and it has the informational function of providing general information to its readers. In addition, there are at least two Arabic words on the sign, namely "*akhlaq*" and "*sholawat*". In addition, the information board also ends with a recitation of sholawat in Arabic, which reads "*Shollu' Alan-Nabi Muhammad.*" The type of text used in this sholawat reading is also different from the Indonesian words above it. The recitation of sholawat is written using text that resembles Arabic script writing. The recitation of sholawat on the sign has a symbolic function as a religious identity of the Situbondo community, which is very close to the tradition of reciting sholawat. In fact, the city is nicknamed "*Bumi Sholawat Nariyah*" (The Earth of Sholawat Nariyah") because of the strong tradition of reciting Sholawat Nariyah among its people.

5. Bilingual (Indonesian and Latin)



Figure 1.5 Kesambi

Figure 1.5 is a linguistic landscape data of Bilingual type with Indonesian and Latin variations in the form of signboards of tree varieties found in Bama Beach, Situbondo. The Indonesian variation is represented by using the word "*Kesambi*" as the identity of the tree name. The Latin variation is represented by the words "*Schleichera oleosa*" and "*Sapindaceae*." The informational function of the data is to provide information about the tree's name and the Latin name of the tree to which the signboard is attached. The symbolic function of the signboard is to symbolize scientific education. "*Kesambi*" has binomial nomenclature as a scientific naming system or a double name system that uses two words to name species of living things. "*Schleichera*" is the genus name, and '*oleosa*' is the species name of the *Kesambi* tree. Meanwhile, "*Sapindaceae*" is the name of the family classification of the *Kesambi* tree.

6. Bilingual (Bahasa Indonesia dan Bahasa Jawa)



Gambar 1.6 Angkringan Cah Nom Noman

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Figure 1.6 is the linguistic landscape data on the stall's name with the Bilingual type with Indonesian and Javanese variations in the Beach Forest area, Situbondo. The names of the food and beverage menus on the stall or eating place signboard are written in Indonesian. Meanwhile, the name of the stall/eating place is "*Angkringan*," and the name "*Cah Nom Noman*" uses Javanese words. The informational function is represented by the use of Indonesian in the names of the menus sold at this place to eat. The symbolic function is realized in the choice of the name of this place to eat, "*Angkringan Cah Nom Noman*." Through this name, potential buyers will be able to know the cultural identity of the owner of this angkringan, a person with a Javanese ethnic background.

7. Multilingual (Indonesian, Madurese, and English)



Figure 1.7 Smartfren

Figure 1.7 shows the linguistic landscape data on the advertising board, which is multilingual, with variations of Madurese, Indonesian, and English in Kampung Kerapu tourism, Situbondo. The Madurese language on the advertising board is "*Eka'dinto bisa aghebey nomer bhegus smartfren*," meaning "here you can make a good smartfren number." The Indonesian sentence "*bisa request nomer smartfren sendiri*" (you can request your own smartfren number) contains one English word insertion, namely the word "request." The informational function contained in this data is to provide information and promotional tools to visitors to the Kampung Kerapu so they can buy a smartfren number according to their wishes. The symbolic function of this linguistic landscape data is to embrace and bring Smartfren closer as a national telecommunications provider with customers who have Madurese cultural and ethnic identity, which is the ethnic or ethnic majority in Situbondo district. In comparison, the symbolic function of this linguistic landscape data is to embrace and bring Smartfren closer as a national telecommunications provider with customers who have Madurese cultural and ethnic identity, which is the ethnic or ethnic majority living in Situbondo district.

8. Multilingual (Indonesian, English and Greek)

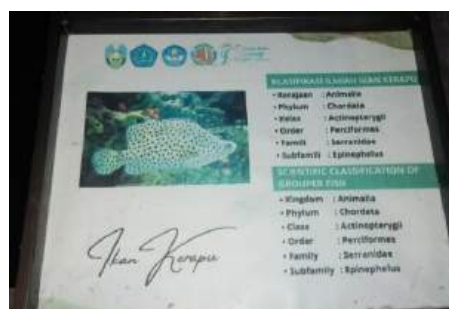


Figure 1.8 *Ikan Kerapu*

Figure 1.8 shows the linguistic landscape data on the informational sign board. The datum is multilingual, with Indonesian, English, and Greek variations in Kampung Kerapu tourism, Situbondo. The signboard has an informational function, as a signboard is written in Greek and then translated into English. In addition to having an informational function, this signboard has a symbolic function, namely as a scientific hierarchical taxonomic marker of grouper fish from Kingdom to Subfamily levels. Each name starting from the words "*Animalia*," "*Chordata*," "*Actinopterygii*," "*Perciformes*," "*Serranidae*," and "*Epinephelus*" has a meaning and has specific unique characteristics attached to living things that are at that taxonomic level.

This linguistic landscape research shows the richness and variety of language in Situbondo's Marine Tourism landscape. The languages found in this linguistic landscape research include Indonesian, English, Madurese, Arabic, Latin, Greek, and Javanese. The variety of languages used in linguistic landscape research in marine tourism areas in Situbondo district is also very diverse, with the use of language on monolingual, bilingual, and multilingual signs. Furthermore, the linguistic landscape items in this study show two main functions, namely informational functions and symbolic functions. Information signs, signboards, tourism object name boards, signs of appeals and prohibitions, billboards, and shop names are markers of certain information in the informational function. At the same time, the symbolic function reflected in the research data above is an interaction of linguistic studies with other studies such as history, culture, or even economic and social.

This research was conducted with a fairly broad landscape coverage and has the linguistic quality of diverse socio-cultural contexts. However, it does not rule out the possibility that this research can be explored in depth from the point of view of tourism economics by exploring people's perceptions of the existing linguistic landscape phenomenon.

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